Connecting People with Opportunities

Annual Report for 2022

"...my position was eliminated in the restructure... through the Nebraska Department of Labor and Heartland Workforce Solutions, I was eligible to apply for the WIOA program with the National Able Network. This afforded me the opportunity to go back to school and get my degree. After graduation I was hired on full time as the director of life enrichment. I appreciate the opportunity I’ve been given to work and earn my college degree and change the course of my career...and life.”
Heartland Workforce Solutions provides the local community with a one-stop option for all things employment. As the Board Chair I have seen the commitment from all our Partners both Business and Nonprofit to assist job seekers in not only finding a job but a career.

SARA HANSEN | REGIONAL WORKFORCE DEVELOPMENT MANAGER
TURNER CONSTRUCTION COMPANY | SARPY DATA CENTER
BOARD CHAIR | HEARTLAND WORKFORCE SOLUTIONS

MISSION
To promote and develop a workforce system that is responsive to the needs of business and career seekers resulting in economic prosperity.
Board of Directors

Aaron Bowen  
Eastern Nebraska Community Action

Jerry Dempsey  
Bellevue University

Mike Bunach  
National Electrical Contractors Association

Armando Salgado  
LinGODocs Marketing

John Hanson  
Energy Conservation Specialists

Patricia Kearns  
OLI

Brett DeHart  
Local 464 Steamfitters & Plumbers

John Staup  
OPPD

Paul Moore  
Nationwide Transportation

Brian Turner  
Central Confinement Service

Keith Station  
City of Omaha

Sara Hansen  
Turner

Christopher Rodgers  
Douglas County

Keisha Thomas  
North End Teleservices

Shayla Pierce  
Charles Drew Health Center

Dan Huse  
International Brotherhood of Electrical Workers

Kurt Meisinger  
Frankel Zacharia

Sheila Bacon  
NE Department of Health and Human Services

Eric Stueckrath  
Outlook Nebraska

Laurel Oetken  
Greater Omaha Chamber

Steve Dethlefs  
Washington County Supervisor for District 1

Gary Mixan  
Sarpy County

Lindsay Borgeson  
Core Bank

Tammy Green  
Metropolitan Community College

Jared Hager  
Lozier

Liz Cook  
FNBO

Tim Jefferson  
NE Department of Labor

No picture/logo but serving on the board is:

- Deb Dixon  
  Nebraska VR
- John Fonda  
  John Day Company
- Nancy Flearl  
  Nebraska Commission for the Blind and Visually Impaired
- Hank Robinson  
  Metropolitan Community College
HWS Strategic Goals

**Employer Engagement**

Improve employer engagement

Measures:
- Clarify two career pathways
- Act on employer feedback
- Define process for workforce system responsiveness to employers
- Workforce program evaluation

**One-Stop System Optimization**

Create and sustain joint training efforts and more effective referral pathways

Measures:
- Workforce program evaluation
- The One-Stop Operator leads an efficient referral process informed by partners
- Partner survey
- Customer survey
- Partner trainings completed

**Utilizing Workforce Programs**

Connect more businesses to career seekers through enhanced collaboration and program/service promotion

Measures:
- Data dashboard
- Business connector and sector strategies
- Better Business Workshops (include certification)
- Increase use of virtual methods

**Data and Accountability**

Utilize available economic data and performance measurements to improve the system

Measures:
- Labor Market Information
- Data dashboard
- Partner performance
I eventually came to Heartland Workforce Solutions to seek new opportunities. Heartland Workforce Solutions helped me sharpen and develop my computer skills since leaving a corporate setting. Thanks to Heartland Workforce Solutions, I was able to not only upskill but also connect to meaningful employment. They made me realize that there is life after losing a job.”
Resource team pictured left to right include Jackeline Martinez, Amanda Gallardo, Savannah Even, Adrian Hampton, John Walid, Marisol Zuniga, & Howard Bates
Services for Career Seekers

Basic Services
- Resource Center
- Hiring Events
- Job Searching
- Resume Assistance
- Career Connections
- Referrals
- Labor Market Information
- Digital Literacy Skills
- Skills Assessments
- NEworks Assistance
- Workshops (financial literacy, wage negotiation, job search, and more)
- Community Referrals

Individualized Services Programs
- Career Coaching
- Connections to Eligible Training Providers
- Apprenticeship
- On-the-Job Training
- Vocational Training
- Adult Education
- Job Readiness Training
- Digital Literacy Skills
- Financial Literacy
- Work Based Learning
- Certifications
- College/Higher Education
- Community Referrals

Services for Business:
- Posting Job Openings/NEworks Assistance – Nebraska’s free labor exchange
- Better Business Workshops (monthly business workshop series)
- Connection to community colleges, customized training programs, or to other educational institutions
- Employer Spotlight (hiring event featuring one business)
- Expanding workforce or relocating to the Omaha metro area
- Tax Incentives (WOTC, Federal Fidelity Bonds for hiring justice-involved individuals)
- Connections to certain underrepresented groups of candidates (veterans, justice involved, those with disabilities, older workers, young adults, women)

AJC Task Forces:
- Veteran Task Force
- Reentry Task Force
- Disability Employment Task Force
- Omaha Refugee Task Force/Employment Committee
Heartland Workforce Solutions (HWS) along with workforce partners collaborate together to tell the story of Omaha's local workforce system. Quarterly, partners utilize the interactive snapshot tool to enter data about their workforce program participants and analyze trends. With this data, partners are now focusing on how they can collectively make an impact on career pathways. For more information go to www.hws-ne.org on the bottom of the Partners page.

“A young adult enrolled in WIOA for the 2022 summer work experience program as a company’s media photographer & videographer. After the summer program was completed, he continued through the end of the year in his work experience while taking college classes in videography, photography, and graphics. In November 2022, he was hired on by a Digital Studio in the area. He has also started his own LLC to build his portfolio and attract new customers in the community.”

Thank you to Category One Consultants who developed the workforce system snapshot tool informed by partner who also contribute impact data. *Snapshot Participating Partners: Dynamic Workforce Solutions, ENCAP (Eastern Nebraska Community Action Partnership), Goodwill, CRED (Career Readiness to Eliminate Disparities), Metropolitan Community College (MCC), National Able One Stop, National Able Adult/Dislocated Worker, Nebraska Commission for the Blind and Visually Impaired (NCBVI), DHHS SNAP Employment & Training (SNAP E&T), DHHS TANF Employment, Omaha Housing Authority (OHA), Ponca Tribe, Proteus, Vocational Rehabilitation (VR), Job Corps
Inclusion

GREATER OMAHA WORKFORCE DEVELOPMENT AREA
Adjusted Levels of Performance

Q2 EMPLOYMENT RATE INDIVIDUAL LOCAL-AREA SINGLE INDICATOR SCORE

- **88% Adult**
- **62% Dislocated Worker**
- **105.7% Youth**

MEDIAN EARNINGS INDIVIDUAL LOCAL-AREA SINGLE INDICATOR SCORE

- **109.1% Adult**
- **102.3% Dislocated Worker**
- **88% Youth**

OVERALL LOCAL-AREA SINGLE INDICATOR SCORES

- **85.3% Employment Rate, 2nd Qtr After Exit**
- **99.8% Median Earnings, 2nd Qtr After Exit**

---


3 NEworks does not include/report trans-inclusive gender identity choices.

Career Readiness To Eliminate Disparities (CRED)

A total of 231 applicants received CRED funding to connect with employment. The top requests were for health care, construction, and IT related occupations in addition to support services. Ten applications received DACA renewal assistance.

Douglas County became certified an ACT Work Ready Community in March 2019 - the first in Nebraska. The ACT National Career Readiness Certificate (ACT NCRC) is central to Work Ready Communities as a measure of a well-rounded community. ACT NCRC is an assessment-based credential powered by ACT WorkKeys. Issued at four levels (Platinum, Gold, Silver, and Bronze), the ACT NCRC measures and certifies the essential work skills needed for success in jobs across industries and occupations. The ACT NCRC is widely used by employers, educators, workforce developers, and others with a stake in the success of the economy. It is an economic development tool when considering site selection. Locally, over 898 people completed this assessment in 2022.

“The partnership with the CRED Program enabled us to offer industry recognized certificates to our participants, crucial for job retention, advancement and skill development. We ensure participants obtain their OSHA 10 certification, funded through CRED at no cost resulting in many success stories. We are grateful for the support of Heartland Workforce Solutions and the CRED Program.”

– Project Reset
Finance

Thank you to our Local Foundations!
The Sherwood Foundation  Peter Kiewit Foundation  Lozier Foundation

WIOA
$3,782,439

City of Omaha
$711,064

Foundations
$255,000

One-Stop Partners
$298,363

OCF-City ARPA Grant
$345,000

75 North-HUD Grant
$65,984

Douglas County
$54,417
“After working with her Support Services Specialist, a participant reported that they got a pay raise from their current employer and another job offer which would provide a significant pay raise. The participant accepted the job offer and is now working in two positions and earning enough to start paying down their car loan debt. They are budgeting to ensure they can manage all household expenses with their new income.”

- Proteus

“TS excelled in high school and started college at UNO but didn’t finish before entering the workforce. TS was recently laid off from a good position due to restructuring. She entered Project OCTEIN optimistic about her future in information technology (IT). Even before finishing the class she entered full time employment at Metropolitan Community College Metropolitan Community College.”

- Metropolitan Community College

“After years of facing adversity and trying to find what to do, Vaughn found a way to turn his life around through the WIOA program. He came to the program in August of 2022 wanting to be a CDL truck driver. Through all of the barriers, Vaughn found a way to attend training every day and obtain his CDL license. Vaughn did not always believe in his ability to be successful, but he obtained employment with a company and is now earning high wages in an in-demand career.”

- National Able: WIOA Adult & Dislocated Worker
HWS, Seventy-Five North, & National Able toured the Goodwill training center.

UPS at the Employer Spotlight Event.

Representatives from the Sarpy County Department of Corrections with David Vaughn representing Dynamic Workforce Solutions at the Nontraditional Job Fair.
Heartland Workforce Solutions was awarded funds from the Omaha American Rescue Plan Act (ARPA) Community Grant Program to provide workforce development service to people in the South Omaha area. The expansion to South Omaha was inspired by Mayor Stothert for residents and businesses disproportionately impacted by the pandemic. The affiliate American Job Center will be a hub of colocated workforce development partners serving employers with hiring/retention and connecting career seekers with opportunities. Healthcare and Construction are sector priorities informed by local Labor Market Information. The community can expect service that is culturally and linguistically responsive and well-connected with neighborhood partners. Employers and workforce organizations will efficiently connect people with training and good careers. Complimentary community space is available for training, career fairs, employers and community meetings. The new location at 4425 S. 24 Street is scheduled to open in September 2023.
Heartland Workforce Solutions
American Job Center
Memorandum of Understanding
and colocated partners

AmericaWorks
Career Readiness to Eliminate Disparities Grant
Department of Education
Department of Health and Human Services
Dynamic Workforce Solutions- WIOA Youth
Eastern Nebraska Community Action Partnership
Equus Workforce Solutions - TANF
Goodwill - Youth Build
Job Corps
Metropolitan Community College
National Able Network - Senior Community Service Employment Program
National Able Network - WIOA Adult/Dislocated Worker
Nebraska Commission for the Blind and Visually Impaired
Nebraska Department of Labor
Nebraska Vocational Rehabilitation
Omaha Housing Authority
Operation Hope
Ponca Tribe of Nebraska
Proteus
RISE
Heartland Workforce Solutions Team

Pictured left to right include: Jennifer Rodriguez – South Omaha Affiliate Site Coordinator, Donna Knerr – Manager of Operations, Nicole Lewis – Employment and Career Readiness Coordinator with 75 North, Derek Comba - Career Readiness Coordinator, Erin Porterfield – Executive Director, Stan Odenthal – Director of Business Relations, Stefanie Torres Chan – Manager of Solutions Integration, Katherine Connelly – Accounting Assistant, Jasmin Cabrera – Business Services Coordinator, & Michael Phillips – Manager of Finance